

## Message Text

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ACTION AID-31

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FM AMEMBASSY QUITO

TO SECSTATE WASHDC PRIORITY 2114

INFO USIA WASHDC PRIORITY

UNCLAS QUITO 7786

FOR AA/IDC JOHN WILHELM

NASA HQ CODE 1

NASA GODDARD, GREENBELT, MARYLAND

NASA HQ CODE 1, PASS KEN MORRIS

NASA GODDARD, PASS A WHELAN

E.O. 11652: N/A

SUBJECT: AIDSAT DEMO ECUADOR

1. THE AIDSAT DEMO PRODUCED HERE OCTOBER 22 WAS SEEN ON NATIONWIDE TELEVISION AND WAS GENERALLY VIEWED AS A SUCCESSFUL EFFORT. MISSION IS SATISFIED THAT, WITHIN THE PARAMETERS ESTABLISHED BY WASHINGTON, THE PROGRAM WAS CARRIED OUT AS PLANNED. A SUBSTANTIAL EFFORT OF THE U.S. TECHNICAL TEAM ARRIVING FOR THE DEMO AND OF VARIOUS USG AGENCIES IN ECUADOR, I.E., STATE, USIS, NASA, IAGS AND USAID MADE THIS POSSIBLE.

2. THE FACT THE GOE CONSIDERED THE AIDSAT DEMO AN IMPORTANT EVENT WAS CONFIRMED BY THE TAPED APPEARANCE OF VICE ADMIRAL ALFREDO POVEDA, PRESIDENT OF THE SUPREME COUNCIL OF GOVERNMENT, WHO RESPONDED TO PRESIDENT FORD'S MESSAGE OF GREETING USING IN PART UNCLASSIFIED

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THESE WORDS: QUOTE ECUADOR HAS ACCEPTED WITH EN-

THUSIASM TO PARTICIPATE IN THE DEMONSTRATIVE PROGRAM OF THE ATS-6 SATELLITE FOR TECHNOLOGICAL APPLICATIONS IN ACCORDANCE WITH THE INVITATION RECEIVED FROM THE U.S. GOVERNMENT. THE CHALLENGE OF PRESENT TIMES IS ONE FOR ALL MANKIND, AND THE EXISTING GAP BETWEEN INDUSTRIALIZED COUNTRIES AND THE THIRD WORLD HAS PROMISING PERSPECTIVES OF BEING OVERCOME THROUGH STEPS SUCH AS THE AIDSAT PROGRAM OF THE U.S. GOVERNMENT WHICH, WITHOUT ANY DOUBT, WILL CONSTITUTE, WITH ALL ITS FUTURE IMPLICATIONS, A VALUABLE CONTRIBUTION FOR ECUADOR TO ACHIEVE ITS PROGRESS GOALS. END QUOTE.

3. THROUGH MISSION'S CONTACT WITH THE MINISTRY OF FOREIGN AFFAIRS, NINE TOP GOVERNMENT OFFICIALS AND EXPERTS JOINED FORMER PRESIDENT GALO PLAZA (WHO IS ALSO FORMER SECRETARY GENERAL OF THE OAS) ON THE PHASE II AND PHASE III PANELS. THESE OFFICIALS AND EXPERTS INCLUDED: SR. VICENTE L. GOMEZ, DIRECTOR OF THE ECUADOREAN INSTITUTE OF METEOROLOGY AND HYDROLOGY; ENG. GONZALO MALDONADO, CHIEF OF THE INTELSAT GROUND STATION, ECUADOREAN INSTITUTE OF TELCOMMUNICATIONS; SR. CESAR DURAN, DIRECTOR OF THE GEOPHOTOMETRY DEPARTMENT, MILITARY GEOGRAPHICAL INSTITUTE; CMDR. PEDRO CABEZAS, DIRECTOR, NAVY OCEANOGRAPHIC INSTITUTE; ENG. FAUSTO MUNOZ, SECRETARY GENERAL, ECUADOREAN ATOMIC ENERGY COMMISSION; ENG. TEODORO SUAREZ, DIRECTOR OF FORESTRY, MINISTRY OF AGRICULTURE; SR. BOLIVAR GUARDERAS, DIRECTOR GENERAL OF EDUCATION, MINISTRY OF EDUCATION; DR. LEONARDO ESTUPINAN, DIRECTOR GENERAL OF HYDROCARBONS, MINISTRY OF NATURAL RESOURCES; AND DR. KANTI HORE, DEAN, SCHOOL OF ELECTRICAL ENGINEERING, SUPERIOR POLITECHNIC SCHOOL OF QUITO. MISSION FEELS THAT THE TWO GOE PANELS WERE EXCELLENT IN BACKGROUND AND INDIVIDUAL STAT-  
URE.

4. THE TART WAS ESTABLISHED AT THE MILITARY GEOGRAPHICAL INSTITUTE, WHERE AN AUDIENCE OF OVER 100 VIEWED THE PROGRAM. AN ADDITIONAL 20 OFFICIALS AND GUESTS WATCHED THE DEMO IN THE STUDIO ITSELF. ROT  
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SITES WERE LOCATED AT TELEVISION CHANNEL 8 IN QUITO AND TELEVISION CHANNEL 2 IN GUAYAQUIL, PERMITTING NATIONWIDE COLOR TRANSMISSION OF THE ENTIRE DEMO, SHOWN IN PRIME FRIDAY EVENING TIME HERE. ROT IN GUAYAQUIL ALSO HAD AN AUDIENCE OF APPROXIMATELY 100. PICTURE COLOR AND QUALITY WERE VERY GOOD.

5. MISSION'S ASSESSMENT IS THAT THE AIDSAT PROGRAM

IS VALUABLE IN TERMS OF ITS POTENTIAL FOR TECHNOLOGY TRANSFER AND FOR SPECIFIC DEVELOPMENT PURPOSES. THE LEVEL OF INTEREST WITHIN THE ECUADOREAN SCIENTIFIC COMMUNITY WAS EVIDENCED BY THE FACT THAT SOME 80 OFFICIALS FROM VARIOUS ORGANIZATIONS (PUBLIC AND PRIVATE) ATTENDED A WALK-THROUGH AT TART SITE OCTOBER 20 AND HAD AN EXTENSIVE EXCHANGE OF IDEAS AND EXPERIENCES WITH U.S. EXPERTS NACE, HORNIK AND THOMSON, WHO WERE ABLE TO ANSWER A NUMBER OF SUBSTANTIVE QUESTIONS FROM THE ECUADOREAN GROUP.

6. PRESS COVERAGE OF THE AIDSAT PROGRAM WAS EXTENSIVE THROUGH ECUADOR'S LEADING NEWSPAPERS AND TV STATIONS. PRESS CONFERENCE HELD AT TART SITE OCTOBER 21 WAS MOST SUCCESSFUL IN TERMS OF GETTING ACROSS THE AIDSAT PROGRAM OBJECTIVES TO ECUADOREAN READERS AND TV VIEWERS.

7. LOGISTICAL SUPPORT AND ARRANGEMENTS PRIOR AND DURING DEMO WERE SUCCESSFULLY ARRANGED AT TART AND ROT LOCATIONS THROUGH A JOINT USG-GOE EFFORT OF COOPERATION. ALTHOUGH THE DEMO WAS INTERRUPTED TWICE FOR BRIEF PERIOD DUE TO NORTH CAROLINA TRANSMITTER FAILURE, THE OVERALL EFFECT WAS NOT NOTICEABLY MARRED, JUDGING FROM THE REACTION OF LOCAL AUTHORITIES.

8. THE DEMO PROVED TO BE TOO LONG A PROGRAM (2 HOURS AND 38 MINUTES) TO MAINTAIN THE INTEREST OF THE AUDIENCE. THE THREE FILMS LACKED TECHNICAL DEPTH. FURTHER, ALL THREE USED THE SAME QUOTE ART UNQUOTE STYLE WHICH BECAME VERY REPETITIVE. REPORTS STATE THAT AUDIENCE PRESENT AT TART AND ROT SITES DROPPED BY APPROXIMATELY 75 PERCENT BY THE END OF THE PROGRAM. IT MUST BE ASSUMED THAT SAME EFFECT  
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WAS EXPERIENCED AMONG VIEWERS IN THEIR HOMES.

9. THE GOE SUGGESTED, ON OCTOBER 20 AND 21, THAT THE FORMAT OF THE PROGRAM BE ALTERED. THESE SUGGESTIONS WERE TRANSMITTED TO GODDARD BY PROGRAM PRODUCER NEALE WALSCH (BOB WHITE) RECEIVING NEGATIVE RESPONSES FROM GODDARD. MISSION BELIEVES THAT GREATER FLEXIBILITY IN THE PROGRAM FORMAT WOULD HAVE MADE THE PROGRAM MORE APPEALING TO THE VIEWING AUDIENCE.  
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